



Wounded Warriors in Action Foundation
6516 Dolphin Cove Drive
Apollo Beach, FL 33572

Third Party Fundraising Event Guidelines

Wounded Warriors in Action Foundation (WWIA) is extremely grateful to the many people and organizations who wish to organize events to support our mission. However, only those third party events which meet specific criteria and benefit the organization will be considered for approval.

Each event will be reviewed on a case-by-case basis. Please do not move forward with your event until it has been approved by WWIA. This is extremely important as we strive to maintain the name and the integrity of our Organization. We will do our best to respond within 7 to 10 business days of submission. We appreciate your patience as we work through the approval process. Please make sure the contact information is correct on the application. This will speed the process if we have any questions while reviewing the application.

Definitions

****Third-Party Fundraising Event* – A fundraising activity by a non-affiliated group or individual, where the WWIA has no fiduciary responsibilities and little or no staff involvement.

****Event Organizer* – Person, group, organization or business hosting a third party fundraising event to benefit WWIA.

Event Application and Approval

Please review these Third-Party Fundraising Guidelines. After reviewing these guidelines, please complete and submit for approval the attached Fundraising Event Proposal Form and return it to the address on the Third Party Fundraising Event Proposal.

1. Approval by WWIA must be obtained before you advertise or hold your event.
2. Annual events should be registered with WWIA each year.
3. WWIA reserves the right to refuse funds raised at unapproved events and activities.

Marketing and Promotion

1. Third-party events may not be represented as events “sponsored” by WWIA.
2. Promotions for the event should reflect WWIA as a *beneficiary*, and not conducting the event (i.e. “proceeds from XYZ Golf Tournament will benefit Wounded Warriors in Action Foundation, Inc”).
3. All promotional materials related to an event benefiting WWIA must be reviewed and approved by the Initiatives Group prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
4. Any requests for the use of the WWIA logo, name and images must undergo approval.

5. All references to WWIA in publicity and promotional materials for the event or promotion should refer to "Wounded Warriors in Action Foundation" or WWIA if the complete name has been mentioned earlier in those materials.

Event Expenses

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

1. Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event.
2. WWIA will not be liable for any costs or expenses.
3. WWIA will not reimburse organizers for the purchase of goods for a third-party event.
4. No goods may be charged to WWIA for any reason.

(Suggestions to reduce event expenses)

1. Secure donated goods and services.
2. Negotiate with volunteers to provide assistance with needed items
3. Negotiate reduced costs for necessary items.

Event Income

1. The event organizers are responsible for maintaining a detailed accounting for the event.
2. All donation checks must be payable directly to WWIA.
3. Only checks payable to WWIA, and cash donations clearly labeled with the donors information, will be provided with a tax deductible acknowledgement letter in accordance with IRS and state tax regulations.
4. Donations made out to an organizer or another source may be sent a general acknowledgment letter with no value attached.
5. If you are deducting expenses before sending net proceeds to WWIA, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word "donation" because it implies that they are tax deductible.
6. Sponsor agrees to inform WWIA of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.
7. Within **30 days following the event** organizers should submit funds, payable to WWIA, and appropriate documentation from individuals and/or businesses regarding their financial donations along with an accounting of the income and expenses.

Event Insurance and Liability

1. The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, as well as obtaining appropriate insurance coverage as necessary.
2. WWIA cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage

How can WWIA help with your event?

WWIA is extremely appreciative of the organizers who manage third-party events to benefit its programs, but is limited in the amount of assistance it can provide to a third-party event.

WWIA can provide the following:

- a. Advice and suggestions on event planning, as time allows.
- b. Approval of the use of WWIA name, logo and images*.
- c. Display materials, flyers, donation tri-folds, sometimes wristbands, stickers and other swag items.
- d. WWIA Event Banners**.
- e. Promotion of your event, when appropriate, to the WWIA community through regular advertising venues such as our website, social media and internal communications.
- f. Acknowledge and provide tax receipts for contributions made payable and submitted directly to WWIA. This donation cannot be used to offset any costs of the event.

* Approval of event marketing materials where the WWIA name, logo or images are utilized is NOT optional.

** Event Banners will be provided depending on availability.

WWIA is unable to provide the following:

- a. Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies.
- b. WWIA's tax-exemption number for making any purchases related to your event.
- c. Guaranteed volunteer, Board Member, or staff attendance at the event.
- d. Access to donor lists or contacts.
- e. Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

Conduct and Decorum:

WWIA is very proud and protective of our name, our reputation and our heroes. The spirit of each charitable event must be meaningful and not harmful to the purpose and reputation of WWIA. Third party charity events that are not consistent with the value or messaging of the WWIA will not be approved.

Additional Information:

WWIA hosts many events of our own throughout the year. If you have an idea that you think would be best done as a WWIA specific fundraiser rather than a third party fundraiser, please contact us at info@wwiaf.org and let us know what you have in mind. However, please look over the Third Party Fundraiser application and gather most of the information; we will still need this to make a decision about the event idea.

Post Event Follow Up:

We are truly honored to have you represent WWIA through your fundraiser. We rely on donations from the general public to support our mission and we would love to share what you have done to support our Heroes. If you have any event details, stories and photos from the event that you would like to see

on our website, posted on facebook, or listed in our newsletter, please email us at info@wwiaf.org as soon as possible after the event so that we can get the information out in a timely manner.

Many Thanks for your kindness and generosity! Good Luck with your event!

Please direct any questions to:

Samantha Samson, Development Coordinator
Wounded Warriors in Action Foundation
6516 Dolphin Cove Drive, Apollo Beach, FL 33572
Samantha@wwiaf.org - P: 813.938.1390 - F: 813.642.7214



In accordance with Internal Revenue Service guidelines, contributions are fully tax deductible to the extent provided by law, less any fair market value in goods or services that might be received by the donor. One Hundred Per Cent (100%) of each contribution is received directly by Wounded Warriors in Action Foundation, Inc., a 501 (c) (3) charitable, tax-exempt organization. Wounded Warriors in Action Foundation, does not employ or engage professional solicitors for fundraising activities. No other organization or entity benefits directly or indirectly from contributions. A copy of Wounded Warriors in Action Foundation's registration and financial information may be obtained from the Florida Division of Consumer Services by calling toll-free within the State, 1-800-435-7352. The registration number is CH-27163. Registration does not imply endorsement, recommendation, or promotion by the State of Florida.